

ORDER



Orders
Order / Rev: 202888
Alt Order #: 06848079
Product Desc: 10/30-11/5 CONSERVATION VOTERS
Estimate: 1512
Flight Dates: 10/30/12 - 11/05/12
Original Date / Rev: 08/30/12 / 08/30/12
Order Type: REG

WVBT

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency
Name: Waterfront Strategies
Buying Contact:
Billing Contact:
 1010 Wisconsin Avenue
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: POL/League of Conservation Voters 2
Demographic: A35+
Product Codes: PL2
Priority: P3
Revenue Codes: AGY, POL, POL-ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID: IN14921

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	13	\$17,930.00	\$15,240.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	13	\$17,930.00	\$15,240.50	0.00
Totals	13	\$17,930.00	\$15,240.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WVBT	9%	\$17,930.00
Market	100%	\$199,222.22

Competitive Share

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WAVY	32%	\$63,751.11
WGNT	3%	\$5,976.67
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	17%	\$33,867.78
WTVZ	2%	\$3,984.44
WVEC	37%	\$73,712.22

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WVBT	11/01/12	11/01/12	Thur Hour 1 Thu 8-9p	CM	8-9p	---T---	:30	1	\$1,800.00	P2	0.00	NM	1	\$1,800.00
GLEE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/29/12	11/04/12	---T---	1		\$1,800.00	0.00							
E 2	WVBT	11/03/12	11/03/12	College Football Pregame College Football Pregame	CM	College Football Pr (7:00 PM-7:30 PM)	----S-	:30	1	\$600.00	P2	0.00	NM	1	\$600.00

